

Tourism Board Meeting
January 19, 2006
Parks, Recreation & Tourism Conference Room

Board Members Present: Tim Mantooth, Lawrence McFall, Jimmy Farlow, Sarah Latham, Laurie Moran and Dale Castiglione

Board Members Absent: Anil Patel, Wayne Oakes and Phil Mays

Others in attendance: Bill Sgrinia, Rosalee Maxwell and Julie Allen

Lawrence McFall called the meeting to order.

Laurie Moran moved to approve the minutes for December, and Jimmy Farlow seconded. The motion carried.

Committee Reports:

Communications Committee: Plans for National Tourism Week/See America Week, May 13-21, were discussed. Tourism-related businesses will be invited to showcase, through displays at the Welcome Center, their products and tie-in with the Chamber's "It's All Here" campaign. International Museum Day is May 18 so the museums will participate on that date and the Institute Conference Center has requested a day. A scavenger hunt will be developed and we hope to partner with different media outlets for publication of the entry form (Register & Bee) and for giving clues (City TV-20, WAKG/WBTM). Destination: Danville will be out the week of January 23. The committee will explore the possibility of promoting points of interest on the Riverwalk Trail, Civil War sites and the Victorian Walking Tour through City TV-20. The Chamber's quality of life publication should be ready for distribution in March.

Historic Committee: The committee will have a February brainstorming meeting to discuss possible projects.

Lodging & Attraction Committee: The Southern Virginia Route 58 Tourism Partnership had its first organizational meeting on January 12; the meeting served as a good networking opportunity for those interested in a regional tourism effort. The next meeting is scheduled for April 12. Work needs to begin to encourage the Virginia Tourism Corporation to develop a Southern, not Southside, tourism marketing designation, which would remove us from the Central region that includes over thirty counties and is the largest such region. This is significant because it would allow for a separate section in the Virginia Travel Guide, the virginia.org website, national advertising done by VTC; and therefore, the showcasing of our tourism assets. Preparations are underway for our involvement with the Travel South Showcase in Richmond.

Restaurant Committee: The items discussed with the Hotel and Attraction Committee apply to this committee as well. Due to the nature of the restaurant business, it has been challenging for members to attend meetings. Email communication has increased.

Old Business –

- Mural update: The mural is completed. On March 4, Mardi Gras, a fundraiser for the Historic Murals of Danville will be held at the Community Market.

New Business –

- Jimmy Farlow, a Board Member of Dan River Hospitality & Travel Association (DRHTA), presented the following statement dated January 19, 2006:
“The Dan River Hospitality and Tourism Association believes that the historic resources of Danville VA are significant assets to our city, region and state. These assets are important to tourism, as well as economic and community development. We have anecdotal evidence that Danville’s historic houses and buildings are influential to the tourism trade and the growth of our community. As an organization dedicated to fostering economic development and tourism, we would urge the Tourism Board of the City of Danville to:
Research and publish data on the role of historic homes and buildings to tourism.
Foster or facilitate the cultivation of Danville’s historic resources.
Board of Directors, Dan River Hospitality and Tourism Association”
- There was discussion about historic preservation, the proposed retirement community in North Danville and Dan River Outlet.
- Upcoming events: Jan 21 – Dancing in the Limelight (fundraiser for The North Theatre); various dates in January and February – DCC and Averett University basketball; January 28 – It’s a Nano World and Her Lab in Your World: Women in Chemistry exhibits open at the Danville Science Center; January 29 – Lunchbox Memories exhibit opens at the Danville Museum of Fine Arts & History; Feb 1-28 – Danville’s Black Gold Exhibition (City Auditorium); various dates in February – DCC African-American History Month events; Feb 3 & 4 – The Frog Prince (Children’s Theatre of Danville); Feb 4 – Chocolates & Champagne (fundraiser for the Danville Museum of Fine Arts & History); Feb 11 – Danville Riverside Rotary Valentine’s Dance
- The Union Street extension of the Riverwalk Trail is now open. The next section will take the trail to Short Sugars.
- The Chamber is sponsoring a workshop on February 23. Bill Drury will present “Customer Service: A Passion of Service.” There will be a morning and afternoon session.

Meeting adjourned.

The next Tourism Board meeting will be held on February 9, 2006, at 3:30 p.m. in the City Hall Conference Room.